Business



RON BASELICE/Daily News

Last-minute preparations are being made for Target's grand opening, scheduled today.

Local Target prepared for opening

By CHERYL PHILLIPS
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Target is one of several discount stores in Irving. It is also the newest, following the recent entrance into the city's market of Wal-Mart.

The 100,000-square-foot store, at Airport Freeway and Belt Line Road in Irving Town Center, will feature 45,000 items for sale on its opening day, with an assortment of items in apparel, accessory, home, personal care, leisure activity and general merchandise.

In recent weeks, the store was systematically stocked and cleaned for the day when masses of people will transform the arrays of merchandise into a grand disarray.

And the store manager, Rod Turner is looking forward to the event.

"We've been looking in Irving for many years and had a site for many years," he said. "We've been kind of waiting for the the road construction to be completed. The roads haven't been real good right here."

But now the roads as well as the discount market are in good shape.

"The company felt the demographics were really good. Irving is really growing," Turner said of the company's decision to expand to Irving.

Some of the particular areas of growth that Turner likes are in the areas of electronics, home furnishings and fashion.

"Electronics is still hot, that's the hot department. We're also finding that home decor is really hot now. A lot of people are redecorating and refurnishing their homes," Turner said.

The store has hired more than 200 people for day-to-day operations. The employees have been in training for nearly three weeks.

They can be seen everywhere. Groups of the newest employees huddle around the cash register for a training workshop. Other employees with two weeks' seniority over the beginners are stocking shelves or scrubbing the cement in front of the doors.

Turner wandered through the store on a tour, pointing out the "hot" items, commenting on the dirty floor and how that's the final step in the preparation schedule.

"That looks good," he said to a display designer who was finishing a wall display of jeans and jean jackets.

Turner noted that the final week before opening is hectic and requires a lot of hours, but the final results pay off.

"It's fun," he added with a smile.